

Abstract

To provide a portable electronic apparatus such as an electronic watch, which performs display that is easy to visually recognize and realizes the display at low power consumption. Upon the manipulation of a manipulation switch swB, an electronic watch 201 shifts from a time display mode to data setting mode for performing time modification or the like. When the data setting mode is entered, a first-minute-digit segment to be modified is displayed with a large font at a high brightness, while the other segments are displayed with a small font at a low brightness. Thus, the segment to be modified can easily be visually recognized. In that state, each time a manipulation switch swC is manipulated, the segment to be modified changes among a second-minute-digit segment, a first-hour-digit segment, and a second-hour-digit segment in the stated order, and only the segment to be modified is displayed with a large font at a high brightness.